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COMMERCIAL AREAS STUDY CLINTON, NORTH CAROLINA

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16. Abstracts The following study is a presentation on existing commercial areas in the Clinton planning area together with social and economic factors influencing these areas. Consideration was also given to thoroughfares and traffic problems and accident data for Clinton. After a complete analysis of the above mentioned items, recommendations and implementing mechanisms are proposed for future commercial areas.				
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COMMERCIAL AREAS STUDY CLINTON, NORTH CAROLINA

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PURPOSE

The primary purpose of this report is to analyze Clinton's existing commercial areas and commercial zoning and to recommend for upgrading existing areas or development of new ones. Based upon existing patterns of land use (with emphasis given to commercial land use), social and economic factors, and traffic thoroughfares, a general physical concept of commercial locations can be formulated. To achieve this purpose, the planning area was divided into four study areas or quadrants in which a more detailed look at a specific area and its relation to other areas could take place. The Central Business District (CBD) was singled out for separate treatment, while strip commercial development was referred to as problem area for special consideration.

The primary purpose of this report is to analyze the existing commercial areas and commercial zoning and to recommend the appropriate existing areas or development of new areas. Based upon existing patterns of land use (which emphasize given to commercial land use), social and economic factors, and traffic considerations, a general physical concept of commercial locations can be formulated. To achieve this purpose, the planning area was divided into four study areas or quadrants in which a more detailed look at a specific area and its relation to other areas could take place. The General Business District (GBD) was studied for its separate character, while strip commercial development was referred to as problem areas for special consideration.

MAJOR FINDINGS

The major findings of the study are as follows:

1. Although retail sales are increasing yearly in absolute dollars, Clinton's share of the total retail sales in Sampson County is slowly decreasing yearly.
2. There needs to be concerted effort on the part of the business community, government and concerned citizens to improve existing commercial areas and encourage excellence of planning of any new commercial development.
3. Particular emphasis needs to be given to updating, as necessary, and then implementing the CBD improvement study.
4. The commercial districts of the zoning ordinance need drastic re-vamping to encourage better planning of highway commercial areas (including provisions of design review of site plans) and to encourage development of multi-store shopping centers.
5. Rezoning of vacant commercial land now zoned highway commercial should be considered.
6. The Town needs to explore the feasibility of a professional zoning administrator. This could be a part time employee, or one having this assignment and also functioning as, for example, administrative assistant to the city manager.

The major findings of the study are as follows:

1. Although retail sales are increasing yearly in absolute dollar volume, Clinton's share of the total retail sales in Jackson County is slowly decreasing yearly.
2. There needs to be concerted effort on the part of the business community, government and concerned citizens to improve existing commercial areas and encourage development of new commercial development.
3. Particular emphasis needs to be given to shopping, as necessary, and then implementing the CDD improvement study.
4. The commercial districts of the county continue to need greater zoning to encourage better planning of highway commercial areas including provisions of design review of site plans) and to encourage development of multi-story shopping centers.
5. Zoning of vacant commercial land near major highway commercial should be considered.
6. The town needs to explore the feasibility of a professional zoning administrator. This could be a part time employee, or one having this assignment and also functioning as, for example, administrative assistance to the city manager.

METHODOLOGY

During late 1974 and early 1975, a commercial land use survey of the Clinton planning area was completed, and specific commercial usage was recorded. Information gathered from the city engineer regarding site plans for proposed shopping centers, together with aerial photographs, past planning studies, and traffic patterns and accident data, all helped in compiling a meaningful data base in which to analyze the existing commercial areas and in establishing recommendations for the development of new ones.

During 1972 and early 1973, a commercial land use survey of the
 Glenelg planning area was completed, and scientific assessment was re-
 corded. Information gathered from the site engineer regarding site plans for
 proposed development, together with aerial photography, road planning
 studies, and traffic patterns and accident data, all helped to establish a
 meaningful data base in which to analyze the existing commercial areas and to
 establish recommendations for the development of the area.

CHARACTERISTICS OF THE MARKET AREA

Generally speaking, the market area for Clinton is the majority of Sampson County. With the exception of Fayetteville in Cumberland County, there are no real competitive commercial centers. There are none within Sampson County or in nearby portions of Johnston, Wayne, Bladen and Duplin Counties. (See Table 1.)

The primary market area is a much more finite area in which Clinton can be expected to "draw" the majority of its customers. North Clinton and South Clinton Townships, with a combined population of approximately 13,591, could well be considered the primary retail trade area.

Population Trends

The population growth of Clinton itself has been somewhat erratic. Much of the seemingly erratic growth can be attributed to annexations, rather than natural increases, which Clinton has made over the years. From 1960 to 1970, Clinton annexed 755 persons; and in doing so reduced the loss of persons reported in the 1970 Census from 1,059 to 304. Between 1970 and 1975, Clinton again increased its population by 1,048 persons through annexation. Table 2 gives some insight into the population growth of Clinton and the one-mile area and makes it possible to project population from 1980 to the year 2000 for the entire planning area. These figures are also compared with Sampson County during the same time period.

Economic Profile

Clinton serves as the primary nonagricultural employment center in Sampson County; and in recent years, its economic life has become more diversified. Although work force estimates are not available for Clinton they are available for Sampson County as seen in Table 3. As can be seen, growth has taken place with respect to jobs in the County; however, most of this growth occurred in Clinton itself.

Major employers in the planning area include manufacturing, commerce, government and professions. Manufacturing is the leading employer for the Clinton area. In 1974, 4,080 persons or 57.0 percent of the County's population, was employed in manufacturing (See Table 3).¹ For the most part, however, manufacturing

¹Employment Security Commission, Research Division.

Table 1
POPULATION OF SAMPSON COUNTY TOWNS
1970

<u>TOWN</u>	<u>1970 POPULATION</u>
Autryville	230
Clinton	7,530
Garland	700
Harrells	249
Newton Grove	600
Roseboro	1,290
Salemburg	740
Turkey	400
SAMPSON COUNTY TOTAL	44,947

Source: United States Bureau of the Census, 1970.

Table 2

POPULATION GROWTH AND PROJECTIONS (1950-2000)

AREA	1950	1960	1970	Est. 1975	1980	1990	2000
City of Clinton	4,414	7,641	7,157	8,205	8,428	9,768	11,106
One-mile area	NA	6,003	6,437	6,282	6,871	7,305	7,739
Total Planning Area	NA	13,644	13,594	14,487	15,299	17,073	18,845
Sampson County	49,780	48,013	44,947	44,450	40,121-*	37,500- 43,500	35,500- 43,000
North Clinton Township	8,373	9,373	9,597	9,788	10,417	10,798	13,488
South Clinton Township	3,889	4,091	3,994	4,000	4,140	4,081	4,530

*Indicates population range during these years.

Source: United States Bureau of the Census, 1950, 1960, 1970, projections based upon arithmetic method for the city and one-mile area and trend analysis for the county and townships.

Table 3
SAMPSON COUNTY
WORK FORCE ESTIMATES*

PLACE OF WORK	CALENDAR YEAR AVERAGE				
	1970	1971	1972	1973	1974**
Transportation	300	320	330	280	310
Trade, Commerce	1,480	1,540	1,610	1,790	1,910
Finance, Insurance and Research	170	190	190	190	210
Service	830	820	830	620	700
Government	2,000	2,060	2,060	2,020	2,290
Other Nonmanufacturing	60	50	70	80	180
Total Manufacturing	3,770	3,580	3,860	3,980	4,080
Total Nonmanufacturing	5,100	5,240	5,440	5,430	6,080

* Number of Persons Employed in Sampson County

**First Six Months Only

Source: North Carolina Security Commission, Bureau of Research.

TABLE 1
 LABOR COSTS
 WORK FORCE ESTIMATES

PLACE DE POST	SALARY TYPE (FRANC)			
	1970	1971	1972	1973
Transportation	200	220	230	250
Trade, Commerce	1,400	1,350	1,410	1,300
Finance, Insurance and Research	10	100	100	100
Service	400	520	520	620
Government	2,000	2,000	2,000	2,000
Other Governmental Activities	10	50	50	50
Total Government	2,770	3,350	3,850	3,980
Total Non-Government	2,100	2,350	2,440	2,750

* Number of persons employed in 1970 is 1,000

** First six months only

Source: North Carolina Statistical Commission, Bureau of Research

wages in Sampson County are low. In 1974, the average weekly manufacturing wage was \$128.67 as compared to an average of \$149.73 for the state.²

Clinton is the major retail and wholesale center for most of Sampson County. There is a wide variety of retailing establishments located in Clinton, including major department stores, general merchandise stores, specialty shops and automobile and farm implement dealers.

The North Carolina Department of Revenue listed total retail sales in Sampson County for fiscal year 1972-73 as \$93,085,467, an increase of 165.6 percent since the 1960-'61 fiscal year. For the purposes of this report, retail sales can be defined as establishments engaged in selling merchandise for personal, household, or farm consumption, and rendering services incidental to the sale of goods. Retail sales in Clinton for fiscal year 1972-'73 totaled \$56,167,067 or 60 percent of the County total (see Table 4). Table 5 also includes retail sales for Clinton, Sampson County, and the State. These figures include the latest fiscal years available and clearly show Clinton has slowly been losing the percentage of County retail sales, however, it is anticipated that this trend will not necessarily increase due to recent annexation by the City, which included Shamrock Plaza and other commercial establishments on U.S. 24 west.

Clinton should continue to remain as the retail and wholesale center for most of Sampson County. Clinton is fortunate to have not only diversification in industry, but in retail and wholesale establishments as well. Table 6 depicts gross retail sales by business group for Sampson County during a ten year period. All groups have experienced tremendous increases in sales volume, particularly automobile sales, building materials and apparel.

As mentioned earlier, the North Carolina Department of Revenue listed total retail sales in Sampson County for fiscal year 1972-'73 as \$93,085,467. This figure is closely correlated to effective buying income for the County. "Sales Management Magazine" estimated that the effective buying income of Sampson County in 1972 was \$101,734,000. In 1970 it was reported to be \$82,804,000, and in 1960 \$21,446,236, which clearly shows a healthy 374.4 percent increase between 1960 and 1972.

Although inflation may diminish many of the individual retail sales figures, principally automobile sales, Clinton still will retain high retail sales figures in years to come.

²Employment Security Commission of North Carolina, Insured Employment in North Carolina by area and selected industry group., 1974.

Table 4

GROSS SALES & USE TAX COLLECTIONS

(Dollars)

LOCALITY	F I S C A L Y E A R							% Change 1960- 1972-73
	1960-1961	1962-1963	1964-1965	1966-1967	1968-1969	1970-1971	1972-1973	1974- 1975
Clinton	NA	NA	NA	NA	NA	573,545	1,234,575	NA
Sampson County	504,307	837,341	927,398	1,106,230	1,246,217	1,479,732	1,912,086	NA
State of North Carolina	90,097,651	148,780,732	172,787,096	208,021,275	247,155,186	293,277,490	378,499,813	279.1%
								320.1%

GROSS RETAIL SALES

Clinton	NA	NA	NA	NA	NA	26,138,745	56,167,067	NA
Pct. of County						36.1%	60%	NA
Sampson County	35,045,931	43,251,845	47,884,512	56,377,324	63,388,805	72,330,068	93,085,467	165.6%
Pct. of State	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	
State of North Carolina	5,303,178,801	6,768,429,653	7,684,406,809	9,126,250,932	10,938,485,772	12,653,965,346	16,456,868,306	210.3%

Source: "Analysis of Sales and Use Tax Collections and Gross Retail Sales by Counties and Business Groups", North Carolina Department of Revenue, Sales and Use Tax Division.

Table 5
GROSS RETAIL SALES
(CITY, COUNTY, & STATE)

LOCALITY	F I S C A L Y E A R			
	1970-1971	1971-1972	1972-1973	1973-1974
Clinton % of county total	26,138,745*	50,815,478 62%	56,167,067 60%	63,057,592 59%
Sampson County	72,330,068	81,701,723	93,085,467	107,415,857
State of North Carolina	\$12,653,965,346	\$14,479,818,839	\$16,456,868,306	\$18,526,287,481

* Added December 1970. Gross retail sales for six month period, December, 1970, June 1971 only.

Source: North Carolina Department of Revenue, Sales and Use Tax Division, Analysis of Sales and Use Tax Collections, and Gross Retail Sales.

Table 6

GROSS RETAIL SALES BY BUSINESS GROUP

BUSINESS GROUPS	SAMPSON COUNTY FISCAL YEARS						% Change 1962-63/ 1972-73
	62-63	64-65	66-67	68-69	70-71	72-73	74-75
1% Retail Sales	2,662,272	2,583,476	2,995,087	3,081,746	3,470,764	4,627,530	NA*
Auto & Planes**	4,095,184	4,824,499	5,533,881	7,077,163	7,600,554	11,323,713	NA
Apparel	852,797	1,003,373	1,331,261	1,524,318	1,791,884	2,139,288	NA
Automotive	8,537,042	9,072,223	10,839,996	11,827,051	13,788,384	13,693,151	NA
Food	8,882,339	9,311,310	11,382,535	13,542,270	16,956,688	20,804,445	NA
Furniture	2,487,966	2,821,390	3,313,092	3,082,345	3,155,731	4,285,072	NA
General Merchandise	8,844,586	10,419,540	12,530,615	13,577,764	15,158,460	18,202,241	NA
Building Materials	3,400,071	3,870,325	4,672,060	5,567,065	5,898,534	8,574,281	NA
Unclassified Groups	3,489,588	3,978,367	3,778,797	4,109,583	4,509,069	6,435,746	NA

* N.A. (Not Applicable)

**1½% through Fiscal Year 1968-69, 2% Fiscal Year 1970 onward.

Source: Analysis of Sales and Use Collections and Gross Retail Sales by Counties and Business Groups, North Carolina Department of Revenue, Sales and Use Tax Division.

Retail Trade Area

A commercial trade area can be defined and even delineated in many cases, on the principle that consumers will not, in significant numbers, travel past a major market center to spend the majority of their retail dollars when such consumers are located closer to a commercial center of nearly equal shopping facilities. Since there are no competitive centers closeby to the north, east or south, Clinton's fairly large geographic trade area includes most of Sampson County and small portions of Johnston, Wayne, Bladen, and Duplin Counties. In view of Clinton's geographical setting in a rural county with a declining population, there is no foreseeable reason why the retail trade area will increase substantially either in population size or in the geographical area.

Land Use Patterns in Clinton

For the most part, the majority of commercial development is located either in the CBD or as strip commercial development along the east U.S. 701 bypass. There are several small neighborhood shopping areas in Clinton, but these are not well defined. They generally consist of small stores or groups of stores located on some of the radial streets within the Town such as McKay, Sampson, Beamon and Lisbon Streets.

The CBD is still the primary retail center for Clinton. It is also an area which houses the large majority of its administrative and professional offices serving both the community and the region.

The industrial land use is located either on major streets or near the railroad lines. The eastern section of Town is particularly dominated by industrial development; this fact is understandable since the railroad is located there.

It is not necessary for the purposes of this report to go into a lengthy description of each industry, but merely to state that a wide range in types of industries are located in the planning area. (See the Community Development Data for Clinton, Pg. 6)

The residential development of Clinton is located in a generally circular pattern around the Central Business District (CBD). There has been a rather dense residential development north of the CBD and between the two bypasses (U.S. 701 and U.S. 421). Another area of concentrated residential development lies in the vicinity of Sunset Avenue and Elizabeth Street, south of West Boulevard.

The major growth area for residential development appears to be in the Raleigh Road area, east of U.S. 701; this is good in that this area is better suited for the extension of utilities by the Town than some other areas. Residential development is by far the major land use within the Town.

Mixed Land Use

As a result of the general land uses just described, problems of mixed land use also occur. Mixed land use can generally be defined where incompatible uses, such as commercial, industry, and residences are located in the same area. The results of industry and commercial -- noise, smoke, odors, and heavy traffic -- are not desirable in a residential atmosphere. It is safe to say that probably the worst area having these qualities is located on the east side of Clinton, particularly U.S. 701 east. In some cases, land which was once suitable as residential development is now more suited to industrial or commercial development.

The rapid growth seen in residential development appears to be in the
Tahlequah Road area. Since 1950, this is good to show this area is better
suited for the expansion of activities by the town than other areas.
Residential development is by far the most rapid and within the town.

Mixed Land Use

As a result of the general land use pattern, residential development is
land use and growth. Mixed land use can generally be defined as a
combination of residential, commercial, industrial, and recreational uses located in the
same area. The results of industry and commerce -- retail, service, office, and
heavy traffic -- are not desirable in a residential neighborhood. It is safe to
say that probably the worst area having these qualities is located on the east
side of Clinton, particularly U.S. 701 area. In some cases, land which was
once suitable for residential development is now being used for industrial or
commercial development.

EXISTING COMMERCIAL LAND USE

The commercial land uses in the Clinton Planning area fall into four general groups and are used throughout the remainder of this report. A definition of these four groups is as follows:

1. Primary Retail Trade which are generally located in the CBD or in large regional shopping centers. These trade establishments sell low bulk comparison and specialty items. Primary retail establishments can be broken down into two categories: (a) stores which generate their own trade such as department stores and variety stores and (b) apparel shops, shoe stores, jewelry stores, and similar establishments which are economically dependent upon the pedestrian traffic generators -- department and variety stores -- for supplying potential customers.
2. Secondary Retail Trade are establishments which usually sell "high bulk" items such as furniture, appliances, home furnishings, automobiles, farm equipment, hardware, lumber, building materials and similar goods. Merchandise in secondary trade establishments is relatively expensive and seldom purchased by the individual customer. Due to the expensive cost of secondary trade goods, the customer is generally willing to travel longer distances to compare merchandise between widely separated competing establishments. As a result, secondary retail establishments do not have to locate in close proximity to each other; instead, they often locate at independent locations along major streets or highways. In many instances, these establishments locate in areas which adjoin the CBD.
3. Convenience Retail Trade merchandises goods commonly referred to as "convenience goods". They sell merchandise such as food, drugs, and gasoline which are purchased frequently. Establishments selling these goods generally serve a smaller market area than do either primary or secondary trade establishments. They are frequently located in outlying neighborhood shopping areas in order to be as near as possible to their customers. Food stores and gasoline stations generally do not prosper in the intensively developed core of the CBD since they require locations with convenient access to consumers.
4. Service Trade is really customer services and include establishments providing services to the person. Establishments such as restaurants, barber shops, theaters, pool halls, hotels, newspaper offices, telephone offices, and similar uses are included.

The commercial law is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state.

1. Primary Law is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state.

2. Secondary Law is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state.

3. Constitutional Law is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state.

4. Private Law is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state. It is the law which governs the relations between the various groups and the state.

Commercial Study Areas (Quadrants)

For the purposes of this report, the planning area was divided into four study areas or quadrants, as shown in Figure 1. By dividing the planning area in this manner, a closer look can take place with respect to detailed characteristics of commercial establishments including such things as site size, building condition, and road access, etc.

Quadrant 1

Quadrant area no. 1 (see Figure 2) has the least amount of commercially developed land, only 14.2 acres. This could change, however, as U.S. 24 west becomes more commercially developed as a result of its widening several years ago. U.S. 421 may also experience an increase in commercial development. If so, developers should be encouraged to enhance the area with well planned commercial establishments in shopping centers rather than gaudy strip commercial development. This is important initially since well planned, attractive areas set a precedent for future establishments to follow.

Other important items characteristic to Area One are as follows:

Present commercially developed acres. 14.2

Number and Types of stores. Predominantly secondary retail trade, followed closely by convenience retail trade primarily located on N.C. 24 west, U.S. 421 north and Faison Street.

Building Condition. Most structures on U.S. 421 north and Faison Street are in good condition, however, some of the smaller establishments on N.C. 24 west are in need of general maintenance such as painting and other "face lifting" treatment.

Parking. After a general survey of the parking facilities in this area it appears that most of the parking is adequate with most stores providing on-site parking facilities with the exception of several older establishments on N.C. 24 west and Sunset Avenue. As yet, congestion is not a problem in this area. However, the secondary retail centers located on Faison Street just north of the CBD have experienced some congestion problems.

Appearance. The appearance that most establishments present, particularly the older ones, could be improved mainly through the already mentioned general maintenance and through the use of fewer and smaller signs. It would be best to use signs that conform more to the building rather than a large illuminated blinking sign over hanging the roadway.

Pedestrian Circulation. Pedestrian circulation is not as important in this area as it would be in the CBD since most establishments in this area are more subject to automobile traffic rather than pedestrian traffic.

For the purpose of this study, the planning area was divided into four study areas or quadrants, as shown in Figure 1. By dividing the planning area in this manner, a closer look can be taken with respect to detailed characteristics of commercial establishments including such things as size, type, building condition, and road access, etc.

Quadrant I

Quadrant area no. 1 (see Figure 1) has the least amount of commercially developed land, only 14.3 acres. This small amount, however, as 7.5 to 10 acres, has been commercially developed as a result of the widening project years ago. It may also represent an increase in commercial development. It is, therefore, should be encouraged to increase the area with well planned commercial establishments in shopping centers rather than single store commercial development. This is important in that well planned commercial areas are a prerequisite for future developments as follows:

Other important items characteristic of area I are as follows:

Present Commercial Land Use

Number and type of stores. Commercially important retail trade, food, and service stores are concentrated in the area primarily located in 7.5 to 10 acres, 0.5 to 1.0 acre and 1.0 to 2.0 acres.

Building Condition. Most structures in 7.5 to 10 acre and 1.0 to 2.0 acre areas are in good condition, however, some of the smaller establishments are in poor condition and need to be replaced with new buildings and other "face lifting" treatment.

Future. After a general review of the existing facilities in this area, it appears that most of the existing facilities are well suited to present retail trade, food, and service stores. The necessary retail, service, and food stores are located on East Street just north of the 10th Avenue intersection. The area is a good location for future development.

Recommendations. The recommendations that were established are as follows: The area should be developed with a variety of retail trade, food, and service stores. The area should be developed with a variety of retail trade, food, and service stores. The area should be developed with a variety of retail trade, food, and service stores.

Future Development. Future development in this area should be in the form of retail trade, food, and service stores. The area should be developed with a variety of retail trade, food, and service stores. The area should be developed with a variety of retail trade, food, and service stores.

EXISTING
COMMERCIAL LAND USE

EXISTING
INDUSTRIAL RETAIL TRACT

EXISTING
RECREATION RETAIL TRACT

EXISTING
COMMERCIAL RETAIL TRACT

EXISTING
RECREATION TRACT

EXISTING
C.B.C. TRACT



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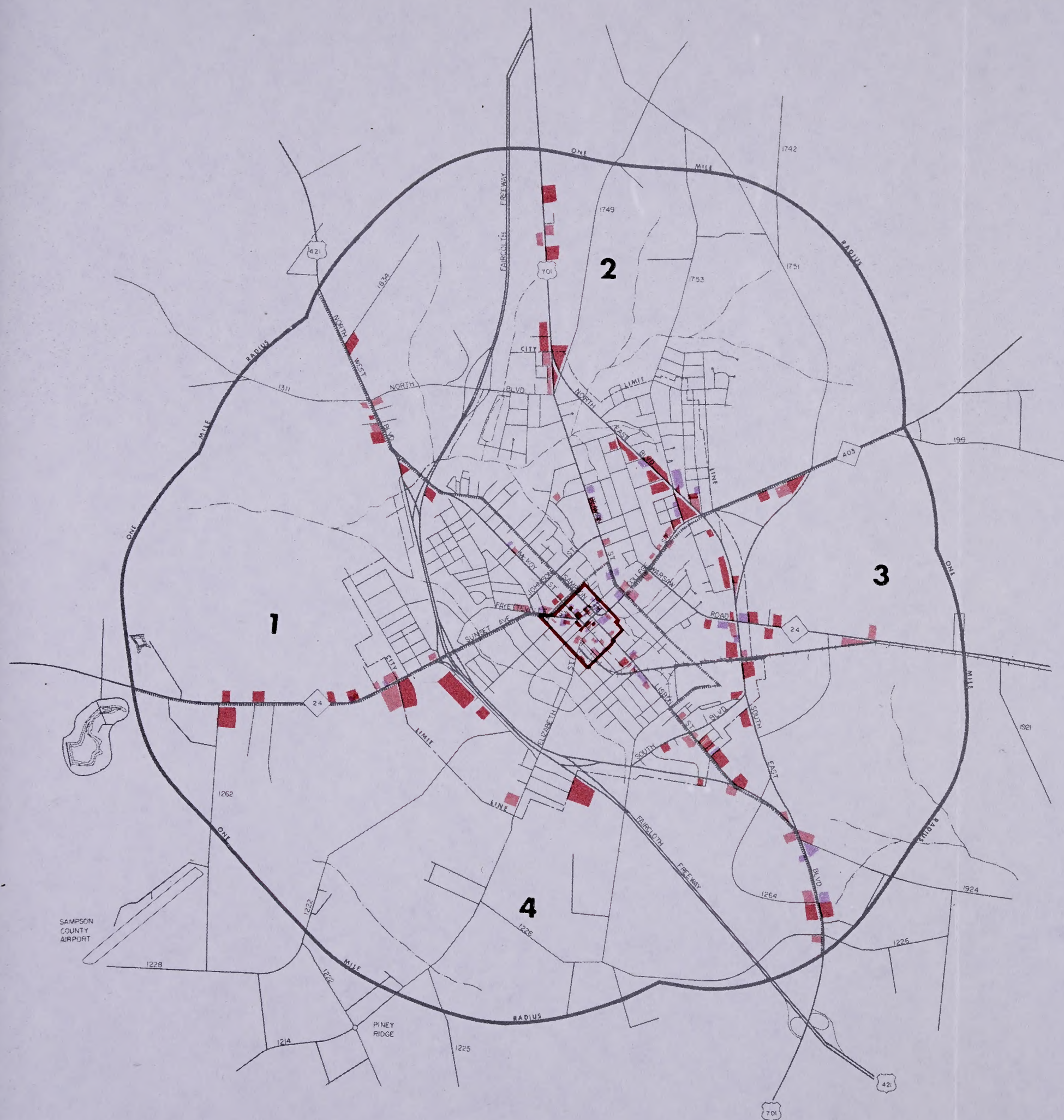
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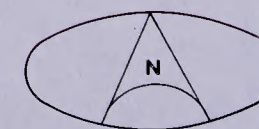
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CLINTON

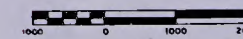


EXISTING COMMERCIAL LAND USE

- PRIMARY RETAIL TRADE
- SECONDARY RETAIL TRADE
- CONVENIENCE RETAIL TRADE
- SERVICE TRADE
- C.B.D. BOUNDARY



CLINTON
NORTH CAROLINA

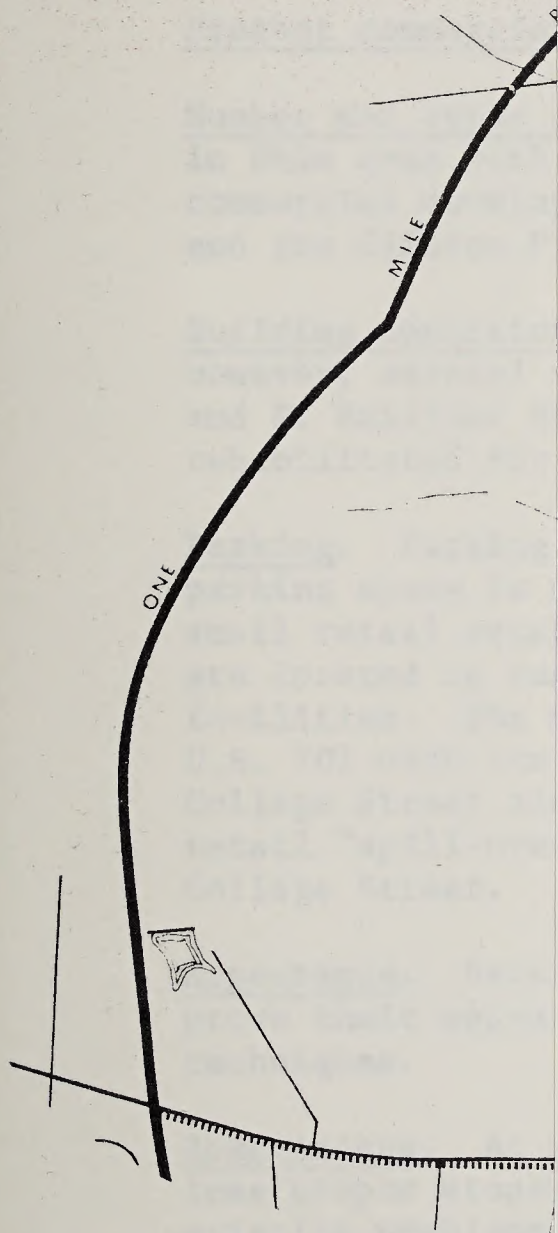


GRAPHIC SCALE
JUNE 1975

Figure 1

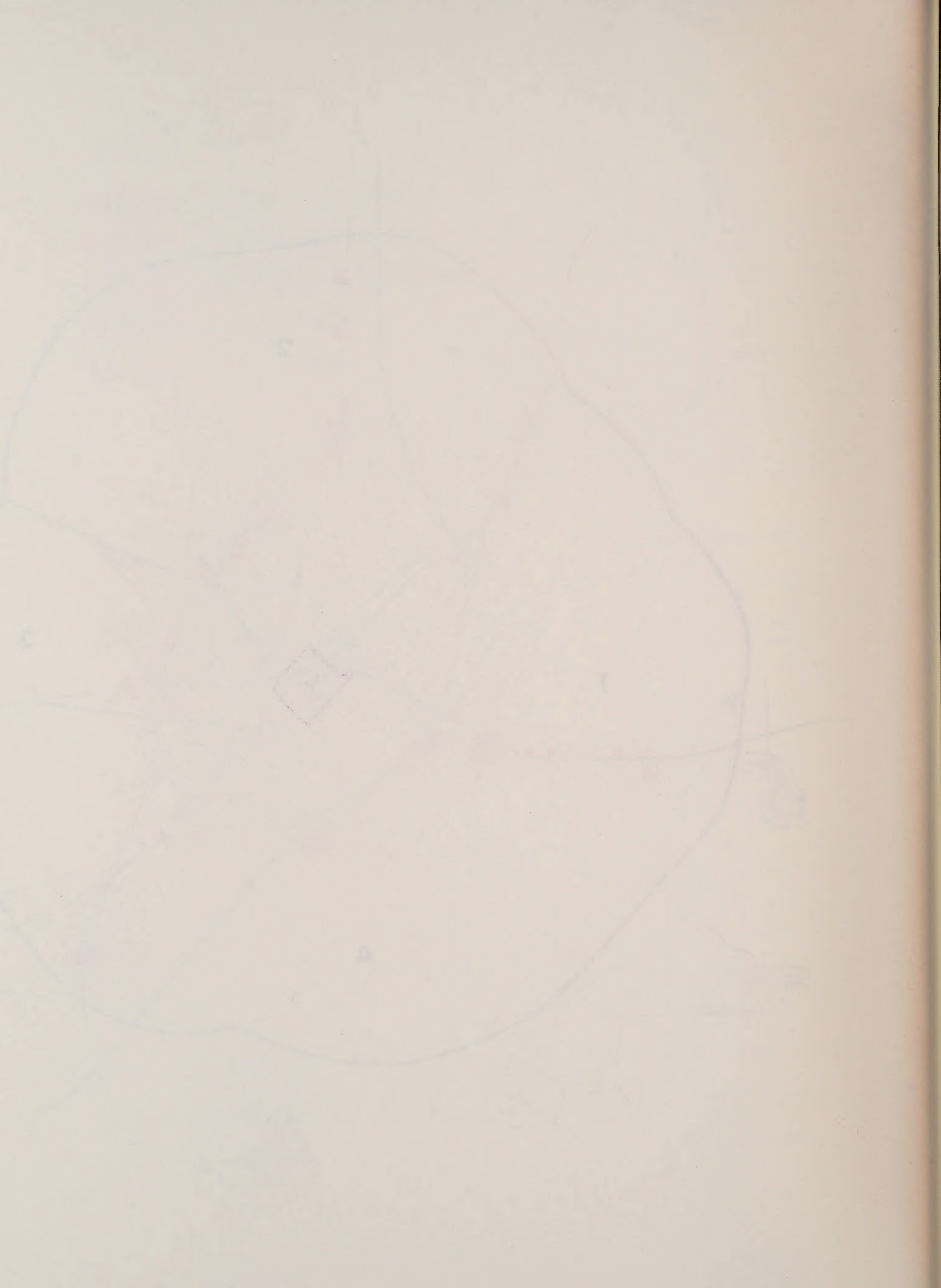
EXISTING
COMMERCIAL LAND USE
(QUADRANT NO. 1)

- PRIMARY RETAIL TRADE
- SECONDARY RETAIL TRADE
- CONVENIENCE RETAIL TRADE
- SERVICE TRADE



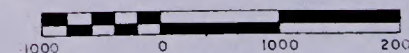
1000' SCALE

1000' SCALE



EXISTING
COMMERCIAL LAND USE
(QUADRANT NO. 1)

- PRIMARY RETAIL TRADE
- SECONDARY RETAIL TRADE
- CONVENIENCE RETAIL TRADE
- SERVICE TRADE



GRAPHIC SCALE
JUNE 1975

Figure 2

Road Access. There is no problem of road access in this area. U.S. 421, N.C. 24 west and many collector roads serve the commercial establishments very well.

Mixed Land Use. There is some mixed land use along Fayetteville and W. Faison Streets where commercial development abuts residential development. The rest of Quadrant one is not significantly dominated by mixed land uses.

Quadrant 2

Quadrant area no. 2, Figure 3, is a relatively large area and contains a total of 40.6 acres of developed commercial land; 27.2 of which are used for secondary retail trade establishments. The majority of the commercial establishments are located on Northeast Boulevard U.S. 701 bypass and at the intersection of Beamon Street and U.S. 701 bypass. Other locations include scattered convenience or service trade on College Street and along Beamon Street near the Sampson Memorial Hospital.

Present commercially developed acres. 40.6

Number and types of stores. Approximately 65 retail establishments exist in this area with the majority being located on U.S. 701 bypass as strip commercial development with the exception of Jordon's Shopping Center and the Clinton Plaza which are planned developments.

Building Condition. Most structures in this area are in good condition; however, several vacant buildings on U.S. 701 bypass between N.C. 24 east and E. Railroad Street are starting to deteriorate and either should be rehabilitated for occupancy or torn down.

Parking. Parking is adequate at the two shopping centers, but additional parking space is needed at many of the older establishments. Several small retail establishments located on Beamon Street and College Street are located in residences which offer little or no off-street parking facilities. The major area of congestion is, as would be expected, U.S. 701 with its many retail establishments acting as traffic generators. College Street also is evolving into a highly traveled road as some of the retail "spill-over" from the CBD and U.S. 701 bypass becomes implanted on College Street.

Appearance. Several of the establishments on U.S. 701 bypass could improve their appearance by the use of fewer signs and proper landscaping techniques.

Road Access. At the present time, road access is adequate, however, unless proper steps are made to control strip commercial development many existing problems in parking, traffic circulation and even zoning could become critical.

Mixed Land Use. Mixed land use primarily occurs on U.S. 701 bypass where much of the commercial establishments are interspersed with warehousing and light industrial development.

There is a number of small areas in this area. It is not
very well known and many of the small areas are not
very well known.

There is a number of small areas in this area. It is not
very well known and many of the small areas are not
very well known.

Question 2

There is a number of small areas in this area. It is not
very well known and many of the small areas are not
very well known.

Present community development

There is a number of small areas in this area. It is not
very well known and many of the small areas are not
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very well known and many of the small areas are not
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very well known and many of the small areas are not
very well known.

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very well known and many of the small areas are not
very well known.

EXISTING
COMMERCIAL LAND USE
(COGNATE NO. 2)

PRIMARY RETAIL TRADE
SECONDARY RETAIL TRADE
CONVENIENCE RETAIL TRADE
SERVICE TRADE

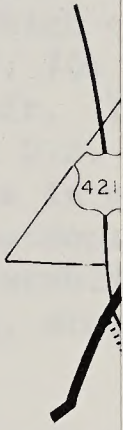


Figure 3

Good Access. There is no problem of good access to this area. U.S. 411, N.C. 24 west and some other roads serve the commercial establishments very well.

Good Land Use. There is some good land use along Interstate 405 and U.S. 411. There is some commercial development along Interstate 405, but the rest of the area is not significantly developed by good land use.

Conclusion

Development area No. 2, Figure 2, is a relatively large area and contains a total of 40.8 acres of developed commercial land; 13.4 of which are used for secondary retail trade establishments. The majority of the commercial establishments are located on Interstate 405, U.S. 411, and the intersection of Interstate 405 and U.S. 411. Other commercial establishments are scattered throughout the area on College Street and along Interstate 405. Most of the commercial establishments are located on Interstate 405.

Present Commercially Developed Area 40.8

Number and type of stores. Approximately 22 retail establishments are located in this area with the majority being located on U.S. 411. These are mostly commercial establishments with the exception of the Shopping Center and the Clinic which are planned developments.

Building Condition. Most structures in this area are in good condition; however, several vacant buildings on U.S. 411 between Interstate 405 and E. Railroad Street are in need of renovation and other work should be rehabilitated for occupancy at some time.

Parking. Parking is adequate at the two shopping centers, but additional parking space is needed in many of the other establishments. Several small retail establishments located on Interstate 405 and College Street are located in residential areas and are in the old-style parking facilities. The major part of the parking facilities are located on U.S. 411 with the new retail establishments using the newly constructed parking areas. College Street also has parking along a right-of-way owned by the State of North Carolina. From the 405 and U.S. 411, there is access to the retail "split-level" from the 405 and U.S. 411. College Street.

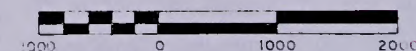
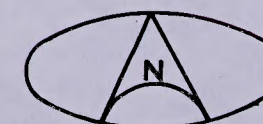
Appearance. General appearance of the area is good. The buildings are in good condition and the area is well landscaped. The area is well landscaped and the buildings are in good condition.

Good Access. At the present time, good access is adequate, however, some less proper steps are made to provide better access to the area. Existing problems in parking, traffic circulation and other things could become critical.

Good Land Use. Most land use is primarily commercial. U.S. 411 passes through much of the commercial area and the Interstate 405 and U.S. 411 are well developed and light industrial developments.

EXISTING
COMMERCIAL LAND USE
(QUADRANT NO. 2)

- PRIMARY RETAIL TRADE
- SECONDARY RETAIL TRADE
- CONVENIENCE RETAIL TRADE
- SERVICE TRADE



GRAPHIC SCALE
JUNE 1975

Figure 3



Quadrant 3

Quadrant no. 3, Figure 4, is predominantly occupied again by the development along South East Boulevard U.S. 701 bypass and extending into the one-mile area on U.S. 701 south. Two other sections are worth mentioning also, they are Lisbon Street, south of N.C. 24 and N.C. 24 east.

Present commercially developed acres. 38.1, 20.1 of which are developed for secondary retail trade.

Number and types of stores. Approximately 40 retail establishments exist in this area with the majority being secondary retail trade stretched out along Southeast Boulevard (U.S. 701) and south Lisbon Street.

Building Condition and Appearance. The building conditions in this area could be classified as fair, but in need of general maintenance as evidenced in other study areas. South Lisbon Street appears to be the main section in which commercial structures should be upgraded. Several structures on U.S. 701 between Railroad Street and N.C. 24 east are also in need of repair. The appearance by commercial establishments along U.S. 701 and U.S. 701 south are not very pleasing. As stated before, some buildings are in need of general maintenance, while others should lessen the use of outdoor advertising signs and displays. Also making these commercial establishments more harmonious with the natural surroundings (landscaping, etc), would improve the appearance of this section tremendously.

Parking. Off-street parking along U.S. 701 appears to be adequate at the present time; however, congestion is a problem in this section particularly at U.S. 701 and Railroad Street and at Lisbon Street and Southwest Boulevard (N.C. 24). This fact is exemplified by the high accident rate data as shown in Figure 6. Also, the commercial establishments along south Lisbon Street are in need of more off-street parking facilities. These establishments are older ones, but have continued to attract customers.

Road Access. Road access to the commercial establishments themselves is adequate; however, if the strip commercial development continues uncontrolled on Southeast Boulevard, road access to new and established commercial enterprises may become hazardous and become a major safety problem for the Town and State Highway Department.

Mixed Land Use. Mixed land use in this area are predominantly those of commercial and industrial usage particularly between Warsaw Road and E. Railroad Street.

Quadrant 4

Quadrant area no. 4 (see Figure 5) includes the major southern portion of the planning area and the CBD, which will be discussed separately.

With the exception of the CBD there is no real section of commercial concentration in this area. N.C. 24 west, which includes the Shamrock Plaza, a small portion of U.S. 421, and a small section of Lisbon Street are the only commercial centers in this area.

Figure 1 shows the location of the study area within the larger context of the region.

The study area is located in the central part of the region, bounded by the following coordinates:

Latitude: 12° 30' N to 12° 45' N
Longitude: 78° 15' E to 78° 30' E

The study area is situated in the central part of the region, bounded by the following coordinates:

Latitude: 12° 30' N to 12° 45' N
Longitude: 78° 15' E to 78° 30' E

The Central Business District

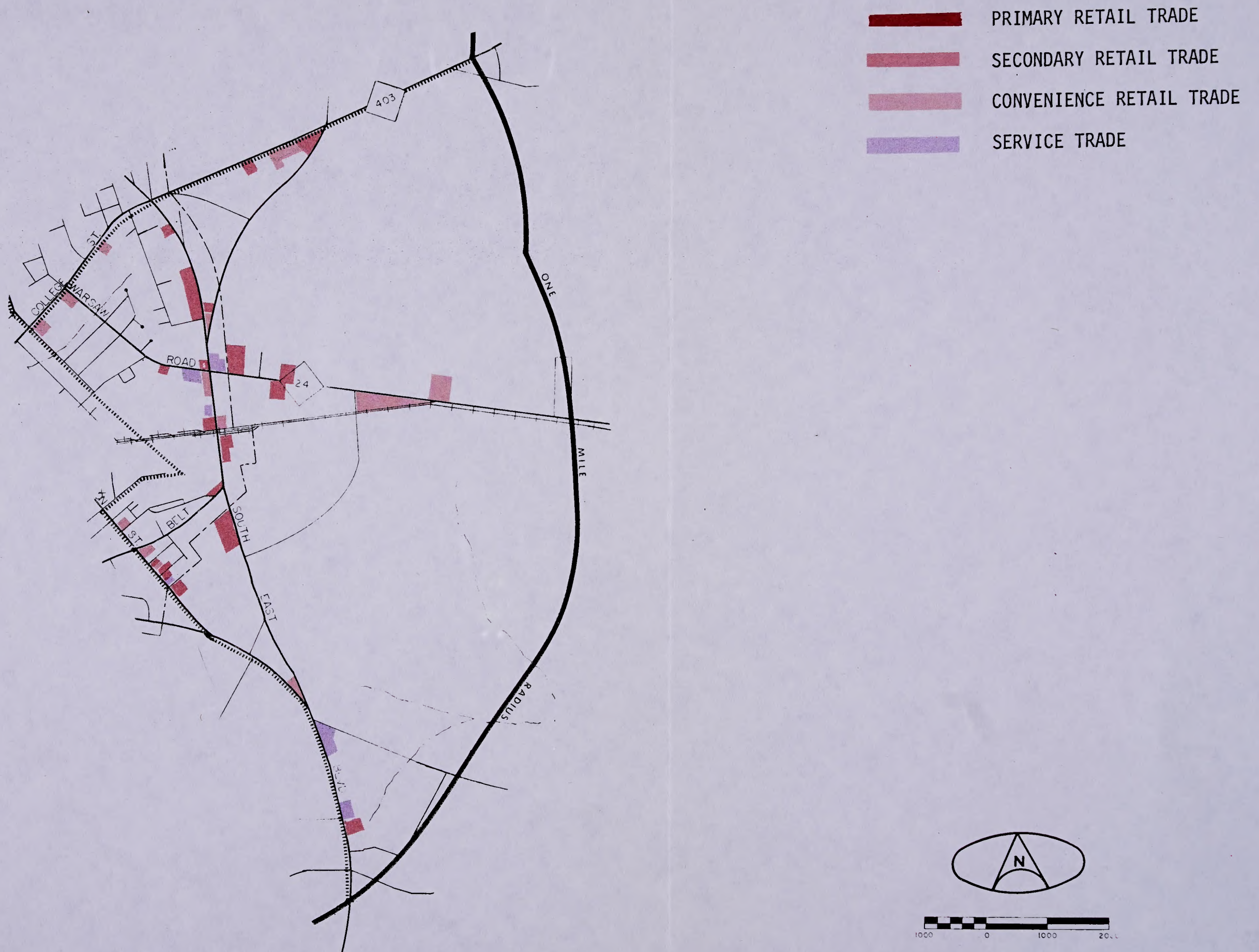
The CBD, due to its central location, is the main commercial and administrative center of the region.

The CBD is the main commercial and administrative center of the region. It is located in the central part of the region, bounded by the following coordinates:

Figure 1
Central Business District
(Quadrant No. 1)



EXISTING
COMMERCIAL LAND USE
(QUADRANT NO. 3)



Present commercially developed areas. 45.4, including the CBD.

Number and types of stores. Approximately 26 stores are located in this area, excluding the CBD.

Building Condition. The building conditions could be classified as fair to good with the major section in need of treatment being Lisbon Street. This section; however, is included in the Neighborhood Development Program (NDP) for Clinton as is scheduled for clearance in the near future.

Parking. Off-street parking in area four is no problem as yet. The section of retail establishments on Lisbon Street, however, do not provide enough off-street parking facilities; this fact should be alleviated during the redevelopment phase of the NDP. Shamrock Plaza, built approximately one year ago, offers adequate off-street parking. However, if its plans for expansion develop into reality, more off-street parking facilities should be provided for. Most commercial sections in Area four are free of any major congestion with the exception, again, of the older commercial section on Lisbon Street.

Appearance. With the exception of Lisbon Street, where the stores are older and run down, the other commercial establishments offer on acceptable appearance.

Road Access. Road access for most commercial establishments is adequate; however, the two sections of secondary retail trade located on U.S. 421 do not provide adequate access directly from the highway. One section, south of Elizabeth Street, offers access only through a service road and residential streets. Similarly, the section just south of N.C. 24 does not provide adequate road access, except by a service road must be used to gain access to these establishments.

The Central Business District (CBD)

The CBD, due to its high intensity commercial development, is worthy of a separate discussion.

The commercially developed land in the CBD amounts to approximately 12.0 acres and is the only commercial section of the planning area which provides primary retail trade. The primary retail trade establishments are concentrated around the courthouse square, and, with other primary retail trade establishments located either along Vance Street, Main Street or Wall Street. Unless some action is taken all new primary retail establishments will be forced to expand into the fringe areas of the CBD or they must replace other types of retail and service trade.

As Figure 5 indicates, secondary retail trade also exists in the CBD and is located in scattered sites throughout the area.

Although convenience retail trade is generally not located in the CBD, several sites do exist, however, most are located in outlying neighborhood shopping areas. With the increasing congestion in the CBD, many of the convenience trade activities may seek other locations outside of the CBD.

Service trade is randomly scattered throughout the CBD. The only concentration of service trade activities is located around East Main Street -- College Street -- Sampson Street intersection. Most of the service trade establishments should be encouraged to remain in the CBD, particularly those establishments offering specialized services, such as professional offices. Some other characteristics of the CBD follows:

Present Commercially developed acres. 12.0

Number and types of stores. Approximately 130 stores exist in the CBD with the majority being primary or secondary retail establishments.

Building Conditions. Generally speaking, most retail establishments are in fair condition, while some structures on Elizabeth Street and Vance Street show signs of deferred maintenance.

Parking. Parking facilities both off-street and on street in the CBD present a problem in Clinton as they do in any CBD. An estimated figure for total parking spaces, both public and private in the CBD, is approximately 1,000; however, an examination of this area shows that many parking lots cannot store the optimum number of vehicles partly due to poor utilization resulting from inferior design and a lack of clear markings and partly due to sheer unavailability of land.

Appearance. Most stores in the CBD do not present a pleasing appearance. Although a small number have undertaken a paint-up, fix-up store front campaign, many stores have not followed suit.

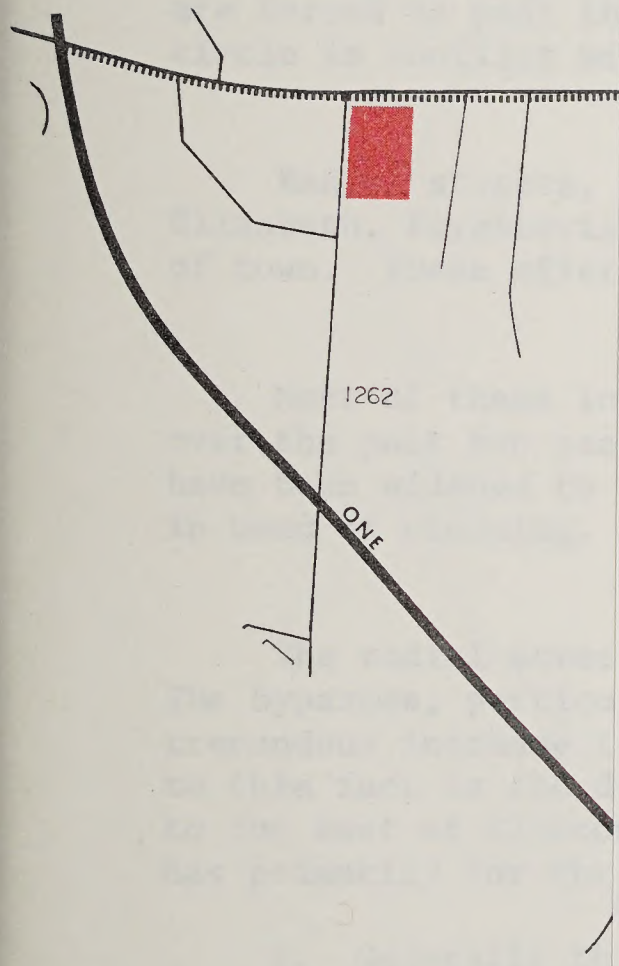
Pedestrian Circulation. Pedestrian movement in the CBD is difficult and in many cases is actually hazardous due to conflicts with automobiles. There are very few pedestrian signal lights or mid-block crossings and walkways are narrow with proper sign distance at intersections.

Road Access. Although all stores are accessible by the present street system, curb parking is prohibited on some streets which deters shoppers from driving downtown, find a parking space and do their shopping. Coupled with this are truck loading on almost all streets, narrow streets, high traffic volumes and street jogs.

EXISTING
COMMERCIAL LAND USE
(CHARTER NO. 4)

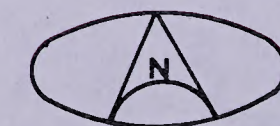
PRIMARY RETAIL TRADE
SECONDARY RETAIL TRADE
CONVENTIONAL RETAIL TRADE
SERVICE TRADE

C.B.D. BOUNDARY



EXISTING
COMMERCIAL LAND USE
(QUADRANT NO. 4)

- PRIMARY RETAIL TRADE
- SECONDARY RETAIL TRADE
- CONVENIENCE RETAIL TRADE
- SERVICE TRADE
- C.B.D. BOUNDARY



GRAPHIC SCALE
JUNE 1975

THOROUGHFARES AND TRAFFIC

Streets are the lifeline of a town, bringing in workers, shoppers, and goods. This is especially true of the CBD, but is critical in other areas as well. Streets are a major consideration in the location of new industries, homes, schools, and commercial establishments.

Existing Pattern and Traffic Counts

The existing street system in Clinton is rather unique for a town of this size in that the town is completely enclosed by an elaborate system of highway bypasses to handle through traffic. However, within the town, there are many major deficiencies in the existing street system.

The CBD exhibits the greatest problem with respect to the local street system. Regardless of objective or purpose of a local trip, many vehicles are forced to pass through the central area and around the narrow courthouse circle in conflict with pedestrians and shoppers attempting to park.

Radial streets, such as Beamon, Sampson, College, Warsaw, Lisbon, Elizabeth, Fayetteville, Sunset and McKay extend outward from the center of town. These offer a relatively good traffic system.

Most of these local streets have experienced an increase in traffic volume over the past two years as shown in Figure 6. Although some of the streets have been widened to accommodate the increased traffic demands, many are still in need of widening.

The radial streets are not alone with respect to increased traffic volumes. The bypasses, particularly U.S. 701 east of Clinton, have experienced a tremendous increase in traffic over the past ten years. The major contributor to this fact is the dense strip development along this thoroughfare. U.S. 421 to the west of Clinton, does not have the high volume of traffic that U.S. 701 has primarily for three reasons:

1. Generally the land adjacent to it is undeveloped;
2. This highway is used, to a large extent, for through traffic; and,
3. The highway is relatively new and has not peaked, as yet, with increased traffic.

When development does occur in this area, particularly commercial development, it should be done in an orderly and well designed fashion with only limited access allowed to the main highway.

THIRTEEN-STATE ACCIDENT DATA

2 or More Accidents

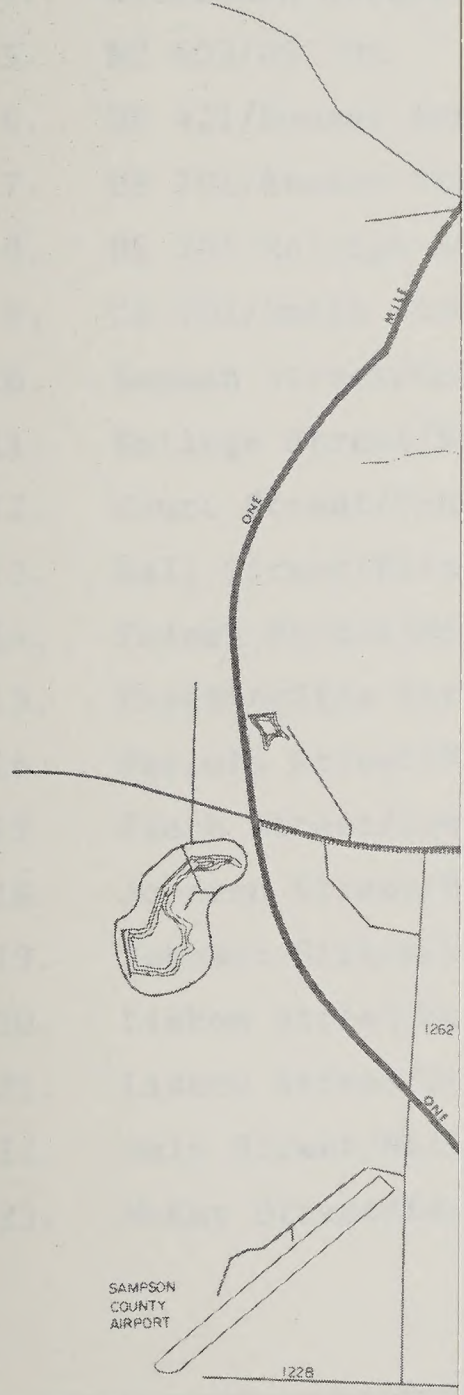
(1971 - 1974)

PLANNED THROUGH-STATE IMPROVEMENTS

GOOD HIGHWAY

STATE* A.C. State Highway
Construction Planning
& Research Department

2



CLINTON

STATE DEPARTMENT OF TRANSPORTATION

CLINTON COUNTY

CLINTON COUNTY

CLINTON COUNTY

CLINTON COUNTY

CLINTON COUNTY

CLINTON COUNTY

THOROUGHFARES & ACCIDENT DATA

- 5 or More Accidents*
(1971 - June, 1974)
- PLANNED THOROUGHFARE IMPROVEMENTS
- CBD BOUNDARY
- SOURCE* N.C. State Highway
Commission, Planning
& Research Department

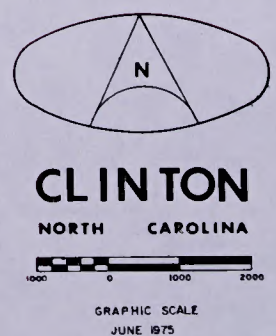
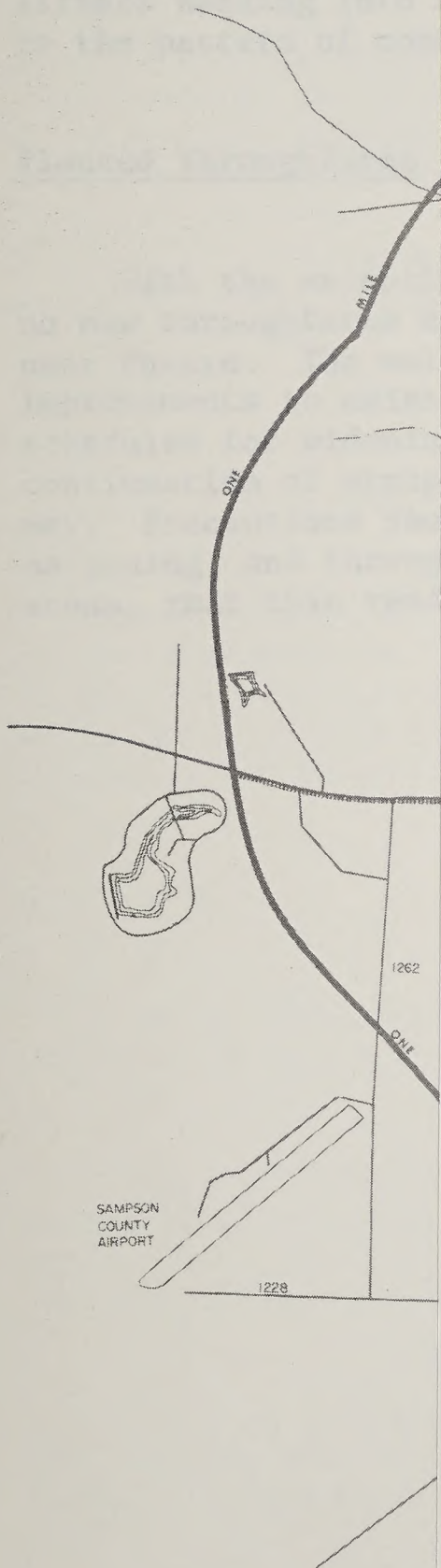


Figure 6

Table 7
HIGH ACCIDENT RATE INTERSECTIONS
CLINTON, NORTH CAROLINA, 1971 - JUNE, 1974
(5 or more accidents reported)

STREET INTERSECTIONS	NUMBER OF ACCIDENTS REPORTED
1. NC 24/US 701	25
2. US 701/Railroad Street	12
3. Beaman Street/College Street	12
4. Elizabeth Street/Lisbon Street	7
5. NC 403/US 701	10
6. US 421/Sunset Avenue	6
7. US 701/Beaman Street	8
8. US 701/Raleigh Road	6
9. US 701/Smith Street	6
10. Beaman Street/Couper Drive	9
11. College Street/Stewart Avenue	12
12. Court Street/Vance Street	5
13. Wall Street/Elizabeth Street	5
14. Faison Street/McKay Street	5
15. Fayetteville Street/Sunset Avenue	7
16. Ferrell Street/Morisey Boulevard	7
17. Finch Street/Sunset Avenue	7
18. Johnson Street/McKay Street	27
19. Johnson Street/Sampson Street	6
20. Lisbon Street/Morisey Boulevard	8
21. Lisbon Street/South Boulevard	12
22. Main Street/Wall Street	8
23. McKay Street/East Robinson Street	6
TOTAL ACCIDENTS	
	<u>216</u>

Source: Computer print-out from Traffic and Engineering Division; State Highway Commission. Compiled by the Division of Community Assistance for this report.



TRAFFIC COUNTS

1974 AVERAGE DAILY TRAFFIC VOLUMES*
1964 AVERAGE DAILY TRAFFIC VOLUMES
 — CBD BOUNDARY
 SOURCE* N.C. State Highway Commission, Traffic & Engineering Division

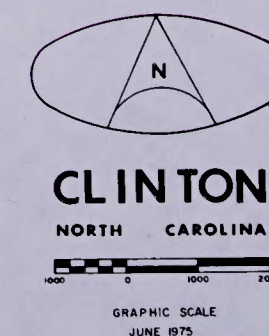
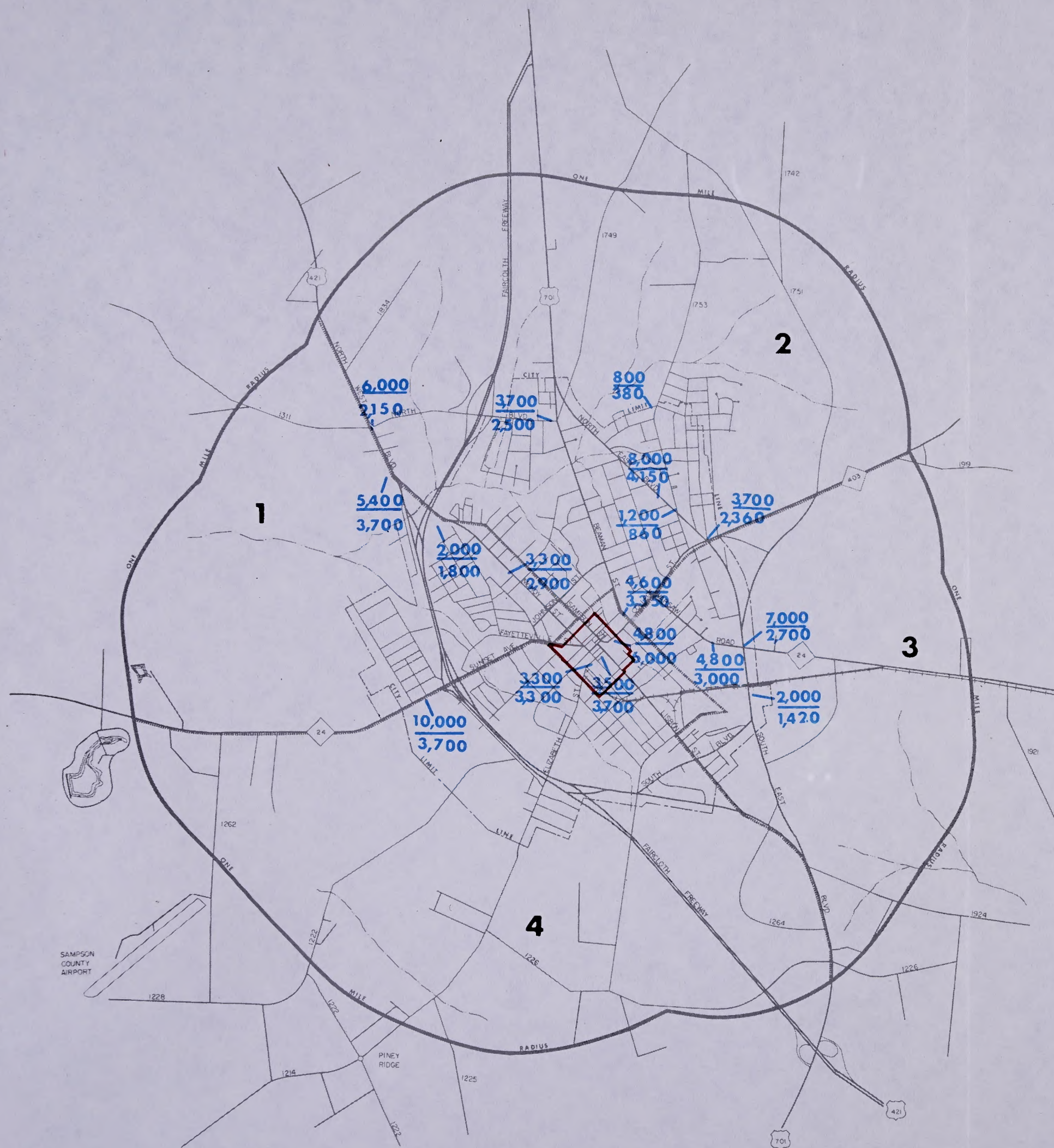


Figure 7

Traffic Accidents

As traffic volumes increase so does the potential for traffic accidents. Figure 7 and Table 7 show the high accident rate intersections in Clinton from 1971 through June, 1974. Not only is there a close correlation between increased traffic volumes and commercial development, but there exists a strong connection between the location of numerous traffic accidents and commercial development. At least 31.0% of the reported accidents occurred on U.S. 701 bypass, which, as mentioned before, is the major strip commercial development in the planning area. Besides the CBD, with its narrow streets and generally poor circulation pattern, the only other major number of traffic accidents occurring during that time period were located on the radial streets heading into and out of the CBD; again correlating fairly significantly to the pattern of commercial development.

Planned Throughfares

With the exception of the widening of a five-mile stretch of U.S. 701, no new throughfares are planned for Clinton or the planning area in the near future. The only other activities with respect to throughfares are improvements to existing streets, particularly Sampson Street, which is scheduled for widening. The widening of U.S. 701 south may cause a continuation of strip development already existing along much of this highway. Precautions should be taken through proper land use controls, such as zoning, and through encouragement of well-designed planned commercial areas, that this roadway does not develop into a strip commercial area.

COMMERCIAL ZONING

Clinton's zoning ordinance presently includes three commercial zones:

NS -- Neighborhood Shopping

HC -- Highway Commercial

CB -- Central Business

The basic characteristics of each zone are outlined in Table 8. Commercial land zoned NS and HC is by far the most extensive presently in Clinton, and it is therefore presumed that outlying new commercial construction will be developed under the requirements of one of these zones. In order to forecast the type of commercial buildings which could be built, it is necessary to note the strengths and weaknesses of the present NS and HC zones. The especially large amount of vacant HC zoned land is shown in Table 9.

Strengths

Off-street parking is required for each new use.

Some form of architectural and aesthetic appearance control is implied in the statement in the ordinance that new buildings and grounds "shall be in keeping with the character of the neighborhood. Planting strips and side-walks shall be provided along the street front to protect and enhance the general appearance of the community."

Weaknesses

Vacant land potentially available for large, well-planned shopping areas can be lost on a bit-by-bit basis.

The small minimum lot size (9,000 sq. ft.) in each zone encourages incremental development of small buildings, which may be commercially unsound due to their smallness. Myriad small buildings also contribute to clutter and congestion through a superabundance of driveways and signs.

The size of signs and the size of commercial establishments in the NS district is not sufficiently limited to protect the residential character of the surrounding areas in conformity with the purposes of the zone.

Planned commercial developments and shopping areas (whether stores are individually owned or not), utilizing common parking areas and driveway entrances are not encouraged.

Table 8

SUMMARY OF COMMERCIAL DISTRICT CHARACTERISTICS IN CLINTON ZONING ORDINANCE

ZONE	GENERAL DESCRIPTION	MINIMUM		MISCELLANEOUS
		LOT SIZE		
NS Neighborhood Shopping	Provide retailing of goods and services to surrounding residential neighborhoods; reduce traffic and parking congestion.	75' width 125' depth (9,000 sq.ft.)	Appearance shall be in keeping with neighborhood; planting strips and sidewalks required. 15' front yard required, where parking is prohibited. Off-street parking is required.	
HC Highway Commercial	Retailing of durable goods, provision of commercial services to industrial areas and provision of services to	75' width 125' depth (9,000 sq.ft.)	Appearance shall be in keeping with the character of the neighborhood. Planting strips and sidewalks to be provided. 15' front yard required, which cannot be used for parking. Off-street parking is required.	
CB Central Business	Retailing, personal services, and office space for local and regional commercial activities.	NONE	No yards generally required unless needed for a sidewalk. No off-street parking required.	

Source: Summary taken from Clinton Zoning Ordinance, March, 1972.

Driveway curb cuts are permitted too close to street intersections.

The above listing is not exhaustive. Its main purpose is to point out that Clinton's commercial zones need careful study and revision to diminish clutter and congestion as land develops. Good design and efficient patterns for pedestrian and auto movement should be required. Establishment of at least one new highway business zone, featuring larger lots and design review approval by the Planning Board or City Council, should be studied. A similar study of possible needed improvement to the Central Business zone should be made.

Finally, some person should be designated the Zoning Administrator, initially this could be a part-time position and one functioning as administrative assistant to the city manager. In many cases the Building Inspector does not have the time nor the technical expertise to give concrete answers to the many proposed rezoning cases which come before the Planning Board.

RECOMMENDATIONS AND IMPLEMENTATION

The following recommendations and the accompanying implementation mechanisms are presented as a result of the overall analysis of each area studied. Additional development recommended is of course dependent upon market demand, as well as sound planning principles.

I. Thoroughfares and Traffic

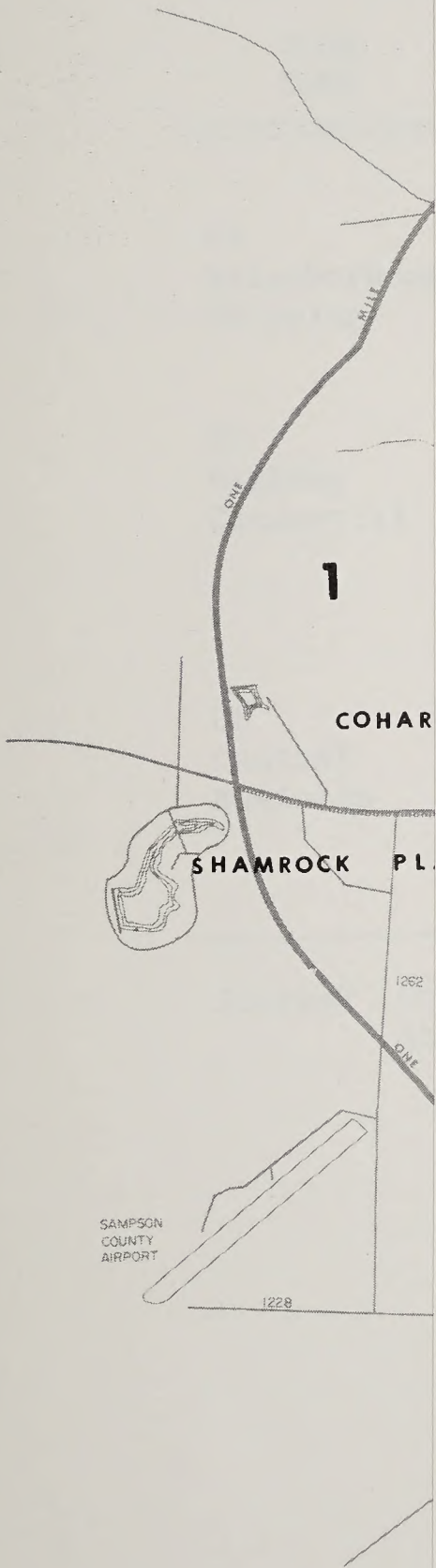
- a. Reduction of on-street parking, particularly in the CBD.
- b. Make use of one-way streets as a means of increasing the capacity of commercially oriented streets, reducing intersection congestion, and improving the signal coordination.
- c. As increases in commercial establishments become apparent, widening of certain radial streets may become necessary.
- d. Adopt the revised thoroughfare plan for Clinton presently under study by the State Highway Commission.
- e. All new street dedications should at least require 60 feet right-of-way widths.
- f. Along with widening of certain streets, curb and gutters should also be installed when economically feasible.
- g. In the future, it may be worthwhile to acquire right-of-way and construct an outer loop beyond the U.S. 701 east.

II. New Development

- a. New commercial establishments, as seen in Figure 8, should be well planned offering a pleasing appearance to the community and avoiding gaudy strip commercial development as much as possible.
- b. Encourage development of existing land zoned for commercial purposes rather than zone more land for commercial purposes.
- c. Some highway commercially zoned land should be reduced in size and possibly rezoned altogether.

Area I New Development

- a. Initially, study Area I should provide for mini-mall of approximately five acres between Oakland Boulevard and U.S. 421.



PROPOSED FUTURE CONVENTION AREAS
 PLANNED CONVENTIONAL AREA
 MINUTEMAN
 CONVENTION RETAIL TRIDE
 C.B.D.

PROPOSED FUTURE COMMERCIAL AREAS

- PLANNED COMMERCIAL AREA
- MINI-MALL
- CONVENIENCE RETAIL TRADE
- C.B.D.

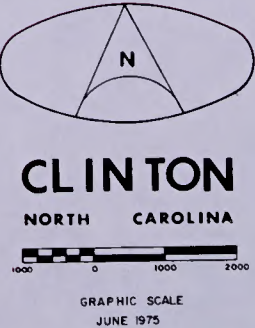
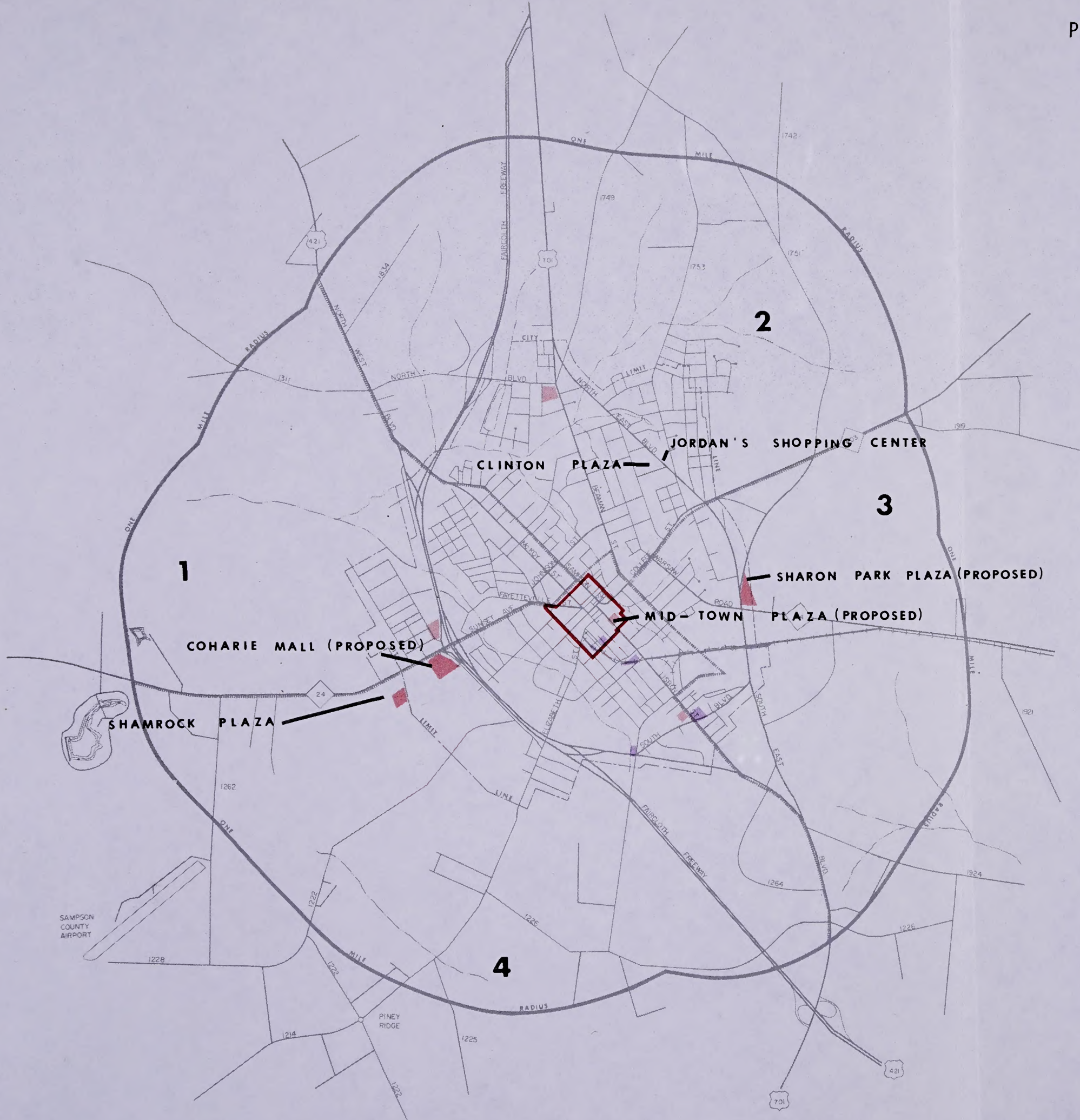


FIGURE 8

Table 9
VACANT COMMERCIAL LAND
CLINTON, NORTH CAROLINA

ZONE ZONE	VACANT ACRES	MAJOR LOCATIONS
NS Neighborhood Shopping	9.7	Beaman Street and NC 24 West
HC Highway Commercial	320.0	US 701 Bypass, and on US 421 between Sunset Avenue and Elizabeth Street and on NC 24 West
CB Central Business	3.7	Lisbon Street North of John Street

Source: Compiled by Division of Community Assistance from
the Clinton Zoning Ordinance, 1972.

Area II New Development

- a. Study Area II, like Area I, is adequately served by commercial establishments. However, a small mini-mall of about five acres could be developed at the corner of Beamon Avenue and North Boulevard which would provide for the immediate commercial needs of the citizens in the adjacent residential area.
- b. It is recommended that if Jordan's Shopping Center or Clinton Plaza follow through with their plans to expand in the near future, adequate parking and ingress and egress facilities be provided for, so as to eliminate congestion as much as possible.
- c. Any other future commercial establishments which may locate along U.S. 421 should be planned and designed in a sound and logical order so as to minimize the impact of any future strip commercial development in this area.

Area III New Development and Improvements

- a. It is recommended that strip commercial development along U.S. 701, and N.C. 24 be kept at a minimum through sound zoning practices.
- b. The Sharon Park Plaza site should be developed into a planned commercial area of about 8.0 acres.
- c. A small convenience retail trade area on the corner of South Boulevard and Lisbon Street should be developed.

Area IV New Development and Improvements

- a. Coharie Mall site should be developed as a planned commercial area offering one-stop shopping for citizens of the planning area.
- b. Shamrock Plaza should be expanded upon, but only to the amount necessary (approximately 5 acres) to serve the planning area.
- c. Convenience type retail trade should be located on the east side of Butler Avenue at the intersection of N.C. 24 and Butler Avenue. This would be in conformance with the NDP Plan.
- d. A small mini-mall should be provided for at the old Vann Industries site on Lisbon Street. This is an ideal location for a small group of well-designed stores.

CBD

The CBD is limited as to the amount of new development that can take place. There are sections of the CBD which are scheduled for redevelopment under the NDP. Where these sections are scheduled for clearance or rehabilitation, whatever the case may be, two sections are particularly important for commercial development.

- a. Approximately one acre between Elizabeth Street and John Street should be designed as a convenience retail trade center.
- b. Approximately one and one-half acres at the corner of Wall Street and John Street should be made into convenience retail trade.
- c. The Mid-Town Plaza, which is already planned, is not included in the NDP section of the CBD, but contains approximately five acres of land which should be developed as a mini-mall on Lisbon Street. This would provide for off-street parking and should certainly act as an incentive for people to shop in the downtown area.
- d. Many of the recommendations of the CBD Plan for Clinton, done in 1960, should be implemented wherever feasible. For example:
 1. Pedestrian walkways provided for, which would include attractively landscaped areas, benches, fountains and small play areas for children.
 2. More off-street parking facilities should be provided for mainly at the rear of stores where junk and debris have accumulated.
 3. The feasibility of a downtown park should be studied and implemented if possible.
 4. Renovation of store fronts should take place, or new architectural designs for any new stores.

These are only a few of the recommendations in the CBD plan. This plan provides for more recommendations which could be implemented as well.

Implementation Mechanisms

1. Sound enforcement of the Zoning Ordinance should take place with the designation of an official zoning administrator.
2. Existing vacant highway commercial zones should be either developed or rezoned.
3. Planned commercial districts, encouraging shopping center - type development should be included in the zoning ordinance.
4. Formulation of a merchants group, in the CBD, to study the feasibility of renovating shoddy store fronts.

5. Central Business District Plan should be adopted for Clinton with revisions provided for where necessary.
6. Establish a Task Force Implementation Committee to list priorities for implementation of not only the CBD Plan, but the Commercial Areas Study as well.
7. A Sign Ordinance should be adopted by Clinton.
8. A stricter enforcement of the building code should be encouraged.
9. City Council should adopt a mutually acceptable thoroughfare plan for Clinton.
10. The widening of Sampson and Beamon Street should take place as soon as possible; other radial streets should be looked at for possible widening.
11. Implementation of recommendations contained in the Traffic Safety and Operational Improvement Needs for Clinton, done in 1970, by Kimley-Horn and Associates, Inc., of Raleigh.

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PREPARED FOR THE CITY OF CLINTON, NORTH CAROLINA

A. E. Kennedy, Mayor
Pete Connet, City Manager
L. C. Kerr, City Engineer

COUNCIL

Joe Best, Mayor Pro-Tem
Harold Cook
Tommy Vann
Carl Landes

PREPARED BY THE CITY OF CLINTON PLANNING BOARD

Pete McQueen, Jr., Chairman
James Rose
Jesse Lindsay
Ed Kerr
Jack Pool
Gene Miller

WITH TECHNICAL ASSISTANCE FROM NORTH CAROLINA DEPARTMENT OF NATURAL AND
ECONOMIC RESOURCES

James E. Harrington, Secretary
DIVISION OF COMMUNITY ASSISTANCE
Robert S. Ewing, Director
LOCAL PLANNING AND MANAGEMENT SERVICE
SECTION
Billy Ray Hall, Chief
SOUTH CENTRAL FIELD OFFICE
J. K. McNeill, Jr., Chief Planner
Donald L. Dorsch, Project Planner
Thomas Rucker, Draftsman
Cile Alexander, Typist
Frances Collier, Typist
Doris Gould, Typist

